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RE:

PAGES (INCLUDING THIS PAGE): 77

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Docket No.: 29488/36478  
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Michael Bleser et al.

Application No.: 09/715,872

Confirmation No.: 7661

Filed: November 15, 2000

Art Unit: 3626

For: APPARATUS AND METHOD FOR  
ACCESSING PHARMACY INFORMATION  
AND ORDERING PRESCRIPTIONS

Examiner: Rachel L. Porter

SUBMISSION OF EXHIBITS

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Further to the Amendment in Response to Non-Final Office Action filed April 3, 2007, we enclose the attached Exhibits A-C.

Dated: June 28, 2007

Respectfully submitted,

By 

Randall G. Ruch

Registration No.: 45,887

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# EXHIBIT A

TYPE 1952842/full from 9

1952842/9 (Direct type from file: 9) Links

Business & Industry(R)

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01952842 Supplier Number: 25428108 (THIS IS THE FULLTEXT)

Name change reflects CVS' commitment to E-commerce

( CVS Corp relauches Soma.com under its own name, offering both prescription and nonprescription goods )

Chain Drug Review , v 21 , n 15 , p 2

September 13, 1999

Document Type: Journal ISSN: 0164-9914 ( United States )

Language: English Record Type: Fulltext

Word Count: 333

TEXT:

- ① SEATTLE -- Less than three months after acquiring Internet pharmacy operator Soma.com, CVS Corp. has relaunched the web site under its own name, offering both prescription and nonprescription products to consumers who log on.
- ② Having purchased Soma.com in June for \$30 million, CVS is by no means alone in its bid to use E-commerce as a tool to build sales. Still, early indications are that the drug chain's effort will be one of the most aggressive.
- ③ Visitors to the cvs.com web site can browse through photos of hundreds of health and wellness products and set up a permanent account. To underscore the savings available, many of the prices included have a slash mark through them with a new reduced price appearing in bold red text.
- ④ Consumers who place an order can opt to have the items shipped to their home or pick them up at any CVS store.
- ⑤ Tom Pigott, president and chief executive officer of the newly created cvs.com subsidiary, which is based here, notes that the virtual retailer's ability to offer products via the Internet complements the drug chain's brick-and-mortar outlets.
- ⑥ "The integration of CVS and cvs.com allows our customers to take control of their own shopping experience by determining when and how they access the

stores," says Pigott, who established Soma.com in December 1997.

- ⑦ "It's a case of one plus one equals three Customers can access CVS day or night, speak with a pharmacist and place orders for prescriptions in a way that is convenient, confidential and price competitive."

- ⑧ As a part of its commitment to maintaining the efficacy of CVS' pharmacy operation, the company is stressing that consumers who place orders through the web site can speak to a pharmacist via a toll-free phone number at any time or correspond by E-mail. It has also vowed to protect patient confidentiality using the highest level of encryption available.

- ⑨ As was the case with Soma.com prior to the acquisition, cvs.com has a firm policy of filling only those prescriptions that have been written by an authorized health care provider.

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**Company Names:** CVS CORP; SOMA CORP

**Industry Names:** Information industry; Online services; Retailing non-food

**Product Names:** Drug stores and proprietary stores (591000); On-line service providers (737500)

**Concept Terms:** All company; Name change

**Geographic Names:** North America (NOAX); United States (USA)